CHAPTER 2

REVIEW OF LITERATURE

2.1 Introduction:

This chapter is focused on review of literature pertaining to theoretical aspects such as definitions, concepts, implication and impacts of ecotourism. However, the related literature on ecotourism in India and methodological techniques are reviewed which have used in ecotourism’s researches.

The review of literature on various aspects of ecotourism have made under the following themes. They are:

1. Definitions and Concept of Ecotourism
2. Ecotourism and potentiality
3. Impact of ecotourism
4. Ecotourism in India
5. Methodological Techniques

2.2 Definitions and Concept of Ecotourism:

On the definitions and concepts of ecotourism, several international organizations and scholars have given their views. In 1992, The world commission on environment and development defines “Ecotourism as a form of tourism that achieves sustainable development that is being widely practiced and researched in the world”.

The world conservation union states (1996) that “Ecotourism is environmentally responsible travel and visitation to relatively undisturbed natural areas, in order to enjoy and appreciate nature (and any accompanying cultural features–both past and present) that promotes conservation has low negative visitor impact and provides for beneficially active socio-economic involvement of local
population”. World Wide Fund for Nature (1997) defines “Ecotourism is the tourism to protect natural resources, as a means of economic gain through natural resource preservation.” The International Ecotourism Society (TIES, 1998) defined ecotourism as “Responsible travel to natural areas, which conserves the environment and sustains the well-being of the local people”.

Ecotourism is an outline of sustainable tourism development. It is originated from a concept of alternative tourism and from the industry’s effort to combine tourism industry into the sunshade of sustainable development (Weaver, 1998 and Epler Wood, 2002).

According to Robert, R, Heane and C. Alejandro Santos (2005) ecotourism is considered to be a low impact means to provide income generating opportunities that are complementary to nature conservation as well as the welfare of local people. Ecotourism supports nature conservation by providing an economic demand for natural ecosystem.

Ecotourism describes an activity, sets forth a philosophy and espouses a model of development. Environmental organizations and development agencies have invested heavily in ecotourism, channeling significant flows of capital and technical expertise directly to local people residing near and in protected areas (A. Stronza and F. Pegas, 2008).

In 1994 Cater and Lowman define ecotourism as nature tourism that intentionally seeks to deliver net positive contributions to environmental conservation and sustainable development for local communities.
Fennell (1998) found evidence of Canadian government ‘eco-tours’ which were operational during the mid-1970s. These eco-tours centered on the Trans-Canada Highway and were developed on the basis of different ecological zones found along the course of the highway. The first of these encounters was developed in 1976. Based on the eco-zone concept, they were felt to be rather progressive for the time despite the lack of a focused look at low impact, sustainability, community development, and the moral philosophy labels that are attached to ecotourism in the 1990s. The eco-tours were developed at a time when the Canadian government felt it important to allow Canadian and foreign travelers to appreciate the human-land relationship in Canada, through the interpretation of the natural environment.

Fennell goes on to suggest that ecotourism most likely has a convergent evolution, ‘where many places and people independently responded to the need for more nature travel opportunities in line with society’s efforts to become more ecologically minded’ (Fennell 1998). This evidence comes at a time when researchers have been struggling to find common ground between ecotourism and its relationship to other forms of tourism, related and unrelated.

There seems to be universal acceptance of the fact that ecotourism was viable long before the 1980s in practice, if not in name. For example, Blangy and Nielson (1993) illustrate that the travel department of the American Museum of Natural History has conducted natural history tours since 1953. Probably the finest examples of the evolution of ecotourism can be found in the African wildlife-based examples of tourism developed in the early twentieth century and, to some, the nature tourism enterprises of the mid nineteenth century (Wilson 1992).
2.3 Ecotourism and Potentiality:

Various scholars and researchers have been worked with identify potential for ecotourism development. The discussion on different area of ecotourism and its related activities study is present following section.

**Aciksoz and his co-researchers (2010)** have discussed on ecotourism potential in national park: Kure mountains national park, Kastamonu-Bartin, Turkey. They used Ecotourism Opportunity Spectrum (ECOS) method with varies criteria to evaluate ecotourism potential in twenty villages of their study area. In the discussion part, they opined that National Tourism Strategy is help to increase potential of ecotourism and it is not properly utilization from local communities and concerned stakeholders of ecotourism.

The scholars like **Ikenweiwe N.B, Otubusin S.O, and Oyatogun M.O.O (2007)** have conducted study in fisheries of Oyan Lake, south west Nigeria to understand potential for ecotourism development. The study involved primary survey in the study area with communicating with local residents. Researchers of this study has observed the flora, fauna land forms to find out the potential of ecotourism with help of exiting secondary sources. They considered some the factors such as vegetation, geological and soil types, farming and fish fauna of Oyan Lake for better result. The study area has good potential for ecotourism development with necessary publicity about places has mentioned their final conclusion.

**J. Nouri, A. Danehkar and R. Sharifipour (2008)** have evaluated ecotourism potential with supporting various criteria in the northern coastline of the Persian Gulf. Initially they divided study region into four shore parts on the basis of village borders. The observation of these scholars on potential for ecotourism development in the study
area is in good position and it is suggested that the proper management with cooperation of all stakeholders of ecotourism would be change livelihood of local people and conservation of natural resources.

2.4 Impact of Ecotourism:

The ecotourism activities impact significantly in different dimensions. Various scholars have made their efforts to examine and assess the implications of ecotourism. The most significant contributions are made by the western scholars on African countries and South American countries. However a very few works have been carried over by the Indian scholars on the issue of ecotourism impacts.

Brandon (1996) opined that “Ecotourism stand for one of the few areas where the relation between economic development and conservation of natural areas is potentially obvious and direct. Ecotourism development also has become a important approach to address socio-economic concerns in a conservation framework.

The observation of Gaerling and Fransson (1999) and Borchers (2003) the ecotourism has major role after the globalization because of market economy has established with wide concept and many dimensions. Ecotourism has an efficient tool for all over development through solving socio-economic problems in conservation context, especially for natural resource dependent countries. While discussion on ecotourism, developers and environmentalists are good opinion on its contribution to the preservation of natural resources and local culture, environmental education, experience improvement and local economic stimulation.

In the views of WCED (1987), Fannell (1999) and Brandon (1996) were discussing on ecotourism impact on rural development and conservation natural and cultural resources. They argued that ecotourism is small scale, it advantages on
environment and local society is replacement of traditional occupation of the people. On other hand ecotourism is promoting the local economy in sustainable manner through environment education and conservation of local forest resources and culture. Another benefit of ecotourism lies within its range as an exemplar for tourism through the promotion of sustainable development. Sustainable development concept has considered in developing process of ecotourism.

**Ross and Wall (1999)** opined that “ecotourism has the potential to contribute to both conservation and development and as a minimum; it involves the creation of positive synergetic relationships between tourism, biodiversity and local people through the application of appropriate management strategies.” They discussed the positive impacts of ecotourism on biological factors could be the increase of whole activities related to economic incentive for environmental preservation and the progress of environmental education for all concerned stakeholders of ecotourism development.

Other researcher like **Weaver (2000)** who considered the ecotourism in different concept, he said that it is gift to environmental preservation in terms of encourage the people to learn on ecotourism needs and its requirement of awareness. In addition, he expresses that different attitudes and activities of the local people and tourists would be the importance to conservation process. The positive development are observed in many ecotourism sites, like Ecuador and Costa Rica, both have good performance through the ecotourism principles where strongly established and conservation process is quickly increase, these process have provided much income to local communities and support to the research activities to sustain the ecology and biodiversity resources of the areas.
A. Strionza and F. Pegas (2008) have evaluated two theoretical relationships between conservation and ecotourism in Brazil and Peru. They observed that the conservation benefit of ecotourism is most effective on local communities. Further they got result has in positive, in case of Brazil, generate economic benefits are more in coastal communities. On other hand in Peru also generate economic benefits for local communities, though there is need of increasing management capacity.

Mike Stone (2004) has conducted primary survey and help of secondary sources in Hainan, China to outcome of current statues of ecotourism. This study has observed that socioeconomic positive impacts are limited on local people and the revenue from ecotourism activities is not satisfaction. This study result has suggested that proper planning direction is need to enhancing the potentiality of ecotourism.

Jacobson and Lopez (1994) both have studied biological impacts of ecotourism in Tortuguero national park of Costa Rica. They observed that using of flashlights and flash cameras, physical overcrowding or touching of turtles arriving form and returning to the sea, mining and movement by tourists near nest, handling and trampling of hatchlings are more disturbing the turtle nesting. In findings they suggest that strictly following rules of concern organization to avoid negative biological impacts of ecotourism.

The scholars like G He, S. Bearer, S. Zhou, H. Zhang, L. Y. Cheng and Z. Ouyang (2008) demonstrate uneven distribution of economic benefits of ecotourism. They observed that major conservation cost bearer by local residents but the majority of economic benefits like employment, investment and goods have shared in three main ecotourism sectors such as constructions, infrastructure development, hotels, resorts, home stays etc. The distance from the ecotourism activities is also determined the sharing of economic benefits. The major part of revenue of ecotourism is
distributed who living to near the ecotourism sites and increasing of distance, benefits also negatively impacts on local people.

2.5 Ecotourism in India:

In the last twenty years India has opened its doors to international visitors and is now fostering tourism largely to gain an increase in foreign earnings to help its economy. In 1996, 2.2 million international tourists visited the country, an increase of 12.6% on the previous year. However, India’s tourism infrastructure is barely keeping pace with the industry increase and problems are evident in the accommodation, transport and personnel sectors. In addition India has real problems with environmental pollution and tourist demands causing substantial damages to its natural treasures.

The case of sustainable development has already been put before India (Roy, Tisdell & Sen 1995). The authors advocate the adoption of Gandhian planning with its emphasis on small-scale developments at the village level being in harmony with the natural environment. By extension this sustainable approach is exactly what is needed for Indian tourism developments in environmentally sensitive areas as advocated by Singh and Kaur (1985), Dowling (1990) and Singh (In Press) and illustrated in the case of Tamil Nadu (Hyma and Wall 1979, Inbakaram and Kumaran 1995).

One more example is the Adventures Wilderness School in Rajajinagar, Bangalore. The school runs small group ecotourism into the rainforest of the Western Ghats in which foreign nationals learn about the forest and its tribal villages (Cutter 1995). Other examples include the development of designated touring circuits which have been established by the Department of Tourism in Rajasthan, Himachal Pradesh and Kerala. Many of the routes include a strong focus on wildlife and adventure travel
and could be further introduced with ecotourism content. By extension, the National Tourism Awards which include the ‘Best maintained tourism-friendly wildlife sanctuary’ could be expanded to include a general Environmental Category to recognize ecotourism and nature based-tours, attractions and accommodation.

The expectation of Indian tourism is now at a critical stage. To address this problem it is suggested that India’s flirtation with mass tourism may be better refocused and directed towards sustainable tourism. Strong elements in support of this approach include India’s many natural and cultural attractions, its unique blend of natural and cultural environments, and its expertise in organized small group package tours. Adopting this approach should help India to achieve its conservation and tourism goals in a planned and sustainable manner and learn from other Asian countries such as Thailand which already has a National Ecotourism Plan (TAT 1995, Dowling 1996). Another key for India to achieve sustainable ecotourism development will be for it to become involved in the Indian Ocean Tourism Organization (IOTO). The organization comprises a regional travel industry body open to all nations whose principal land mass touches, or is surrounded by, the India Ocean. It includes the countries of south Asia, east Africa, Australia and the island nations of the Indian Ocean such as Maldives, Mauritius and Seychelles.

The mission of IOTO is to enhance regional cooperation and understanding through sustainable tourism (Dowling 1995). The approach of IOTO will be to complement and add value to the strategies and activities of public and private sector tourism organizations around the Indian Ocean positively positioning and marketing the Indian Ocean Region as a unique tourism destination area.

It also aims to facilitate cooperation and coordination among IOTO destinations and members, promote the expansion of appropriate transportation
services and facilities’ to and within the Indian Ocean Region, and liaise with
governments to reduce barriers to travel. The organization also intends to encourage
improved service standards, quality visitor experiences and sound environmental
tourism practices which benefit local communities.

Another key aspect ecotourism development in India is to foster sustainable
development planning principles such as that advocated by the Environmentally
Based Tourism Development Planning Model 30 (Dowling 1993). This will assist the
planning of regions so that a balance is maintained among the natural, social, cultural
and economic environments. Elements of this kind of approach have already been
included in the regional tourism plan for Goa (World Tourism Organization 1994).

2.6 Methodological Techniques:

Nyakaana Jockey Baker (2008) has used Questionnaire, Focus Group
Discussion and Participatory Rural Appraisal techniques to collect primary data on
wetland resources utilization practices, gender roles, socio-economic importance,
management practices, government role, environmental conservation practices,
available and potential ecotourism resources and facilities, potential community based
ecotourism projects and problems encountered with the current consumptive utilization
practices in Sango Bay Wetlands of Uganda.

Garcia-Frapolli. E, V. Toledo and J. Martinez-Alier (2008) have used
participant observation, informal and semi-structured interviews and life-history
interviews methods for data collection to assessment of the land use practices and
productive strategies in Punta Laguna, Yodzonot and Campamento Hidalgo in the
Yucatan Peninsula of Mexico.
J. Nouri, A. Danehkar and R. Sharifipour (2008) have used six criteria such as Protection antecedents, Recreation resources, Aesthetics, Tourism facilities, Historical artifacts and Risk factors to evaluation of ecotourism potential in the northern coastline of the Persian Gulf.

Authors, like M. Stone and G. Wall (2004) have adopted qualitative approach in their research on ‘Ecotourism and Community Development: Case Studies from Hainan, China’. They were using interviews, observation and secondary Sources (pamphlets, news papers articles, reports, etc) to gather information on park management activities, facilities and attractions, community perceptions of the park and tourism, and levels of tourism spending.

Aciksoz Sebahat, Sevgi Gormus and Nilgul Karadeniz (2010) have done data collection with using of Participatory Rural Appraisal method and collected data has evaluated using the framework of the ECOS method. Ecotourism Opportunity Spectrum (ECOS) constructed on the basis of Tourism Opportunity Spectrum (TOS), Recreation Opportunity Spectrum (ROS), Visitor Activity Management Process (VAMP) methods and Limits of Acceptable Change (LAC). The ECOS sub-components are: accessibility, relationship of ecotourism to other resources, regional attraction, availability of tourism infrastructure, status of user’s capability and knowledge, degree of social interaction, acceptable degree of effects and control on utilization and type of management developed for long term protection of the area.
Conclusion:

The review of literature focus on two broad areas such as (a) Evolution of ecotourism (b) Impacts of ecotourism. This review concentrates six main themes which are more relevant for the present research.

Ecotourism is new concept in tourism geography which flourished 1970’s. Many scholars have been worked on different topics of ecotourism. However, this reviewed shows that all works are not lighting on true problems of development of ecotourism. Studies have shown that, impacts of ecotourism are in positive on local environment, economic and socio-cultural factors.